

Lead Generation Representative

As a lead generation representative, you'll be responsible for finding and qualifying potential clients through various channels like social media, email, and industry events. You'll maintain and update client information in the CRM system, and work closely with the sales and marketing teams to ensure smooth lead handoff and follow-up. Staying informed about Forex industry trends and attending events will help you keep your knowledge up-to-date. Key skills include strong communication, sales and negotiation abilities, analytical and research skills, CRM proficiency, and self-motivation. You should also have a solid understanding of the Forex market and be excellent at time management and organization.

Responsibilities:

1. **Prospect and Generate Leads:**
 - Identify potential clients through market research and networking.
 - Utilize various channels such as social media, email campaigns, and industry events to generate leads.
2. **Qualify Leads:**
 - Engage with potential clients to understand their needs and determine if they are a good fit for our Forex services.
 - Conduct initial outreach via phone, email, or social media to qualify leads before passing them to the sales team.
3. **Maintain CRM Database:**
 - Accurately input and update client information in the CRM system.
 - Track interactions and follow-ups to ensure efficient lead management.
4. **Collaborate with Sales and Marketing Teams:**
 - Work closely with the manager to ensure smooth lead handoff and follow-up.
 - Provide feedback on the quality of leads and campaign effectiveness if required.
5. **Stay Informed on Industry Trends:**
 - Keep up-to-date with the latest trends, news, and developments in the Forex industry.
 - Attend industry events and webinars to expand your knowledge and network.
6. **Performance Reporting:**
 - Monitor and report on lead generation metrics and KPIs.
 - Provide insights and suggestions for improving lead generation strategies.

Skills:

- **Strong Communication Skills:**
 - Excellent verbal and written communication skills to effectively engage with potential clients.
 - Ability to present complex Forex concepts in a clear and understandable manner.
- **Sales and Negotiation Skills:**
 - Proficiency in sales techniques and negotiation tactics.

- Ability to persuade and influence potential clients.
- **Analytical and Research Skills:**
 - Strong analytical skills to identify potential leads and understand market trends.
 - Proficient in conducting thorough market research.
- **CRM Proficiency:**
 - Experience using CRM software for lead management and tracking.
 - Ability to maintain accurate and organized records.
- **Self-Motivation and Initiative:**
 - Highly motivated and proactive in identifying and pursuing lead generation opportunities.
 - Ability to work independently and as part of a team.
- **Industry Knowledge:**
 - Understanding of the Forex market and trading platforms.
 - Familiarity with regulatory requirements and industry best practices.
- **Time Management and Organization:**
 - Excellent organizational skills to manage multiple leads and tasks efficiently.
 - Strong time management skills to prioritize and meet deadlines.

About us:

At Think Huge we've grown 30% in both headcount and revenue, year on year, since our 2012 inception.

We're renowned for our Forex Trading education and technology, and for our online security tools. We have several multi-million pound B2C brands, all in the technology industry and we plan to triple the business in the next 3 years.

We're dotted around the world! Despite us all being remote, we're super friendly, hungry, passionate and most importantly fun!

What we offer you

- Work remotely - we have no office and never will. We have over 60 people working around the world at Think Huge and it works!
- We're currently going through a growth phase and we're super excited about our growth potential in the next 12-24 months
- As our company grows, we reward our staff with regular pay increases and bonuses.
- We invest significantly in both external and internal training, providing opportunities for our staff to learn and grow throughout their career with us
- We also offer up to 5 weeks paid leave per year, because everyone needs a break.
- We're a lovely bunch of people to work with and we truly care about our work and fellow team members - no office politics here!